OFFICE OF NATIONAL DRUG CONTROL POLICY
NATIONAL SUBSTANCE ABUSE PREVENTION MONTH 2015

UNLEASHING THE COLLECTIVE POWER OF COMMUNITIES

Substance Abuse and Mental Health Services Administration
SAMHSA
www.samhsa.gov • 1-877-SAMHSA-7 (1-877-726-4727)

October is **National Substance Abuse** Prevention Month!

• MICHAEL BOTTICELLI, ONDCP DIRECTOR, AND MEMBERS OF CADCA'S NATIONAL YOUTH LEADERSHIP INITIATIVE (NYLI)

In 2011, President Obama issued the first-ever Presidential Proclamation designating October as National Substance Abuse Prevention Month. The tradition continues in 2015 as parents, youth, schools, and community leaders across the country join this month-long observance of the role substance use prevention plays in promoting safe and healthy communities.

Join ONDCP throughout the month of October in celebrating this year's Substance Abuse Prevention Month theme: "Unleashing the Collective Power of Communities." When community partners work together, they are a powerful force in creating positive and healthy environments. We need all voices, including those of young people, to create meaningful change. This year, let us focus our efforts on engaging parents, youth, communities, and schools.

GET INVOLVED!

YOUTH/SCHOOLS

Essay, Video or Art Contest

- Encourage young people/students in your area to participate in a contest that allows them to creatively express ways they can help prevent substance use in their communities.

COMMUNITIES

Town Hall Meeting

- Assemble stakeholders and community members to discuss substance use issues in your community.

WORKPLACE

Employee Seminar Topics

- Talking to your teen about drinking and drugs
- Tips on preventing opioid abuse
- Reducing stress and promoting well-being

Employee Outreach

- Encourage employee support programs to distribute pamphlets with guidance on how to talk to teens

PARENTS

Mayor's Lunch

- Arrange for your mayor (or other elected official) to have lunch with leaders of local community organizations, coalitions, and businesses to discuss substance use issues in your community and to outline specific action steps.

National Substance Abuse Prevention Month is hosted annually by the White House Office of National Drug Control Policy (ONDCP). ONDCP seeks to foster healthy individuals and safe communities by effectively leading the Nation's effort to reduce drug use and its consequences.

Questions or comments?

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NATIONAL SUBSTANCE ABUSE PREVENTION MONTH!

Why do we recognize National Substance Abuse Prevention Month?

Every day, many Americans are hurt by alcohol and drug use. From diminished achievement in our schools to greater risks on our roads and in our communities, to the heartache of lives cut tragically short, the consequences of substance use are profound. Yet, we also know that they are preventable.

Preventing drug use before it begins—particularly among young people—is the most cost-effective way to reduce drug use and its consequences. The best approach to reducing the tremendous toll substance use exacts on individuals, families, and communities is to prevent the damage before it occurs.

The President's *National Drug Control Strategy* promotes the expansion of national and community-based programs that reach young people in schools, on college campuses, and in the workplace with tailored information to help them make healthy decisions about their future. In fact, research has shown that every dollar invested in a proven school-based prevention program can reduce social costs, including those related to substance use, by an average of $18.[1]

This month, we pay tribute to those working to prevent substance use in our communities and rededicate ourselves to building a safer, drug-free America.

[1] Miller, T. and Hendrie, D. *Substance Abuse Prevention Dollars and Cents: A Cost-Benefit Analysis*, DHHS Pub. No. (SMA) 07-4298. Rockville, MD: Center for Substance Abuse Prevention, Substance Abuse and Mental Health Services Administration, 2008.

MICHAEL BOTTICELLI, ONDCP DIRECTOR, GENERAL ART DEAN, CADCA, AND MEMBERS OF NYLI

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For more information about 2015 National Substance Abuse Prevention Month, visit our website at **www.whitehouse.gov/ONDCP/prevention-intro**